

LISTING OF THE CLAIMS

1 - 18 (Canceled)

19. (Currently Amended) A computer-implemented method for a mobile network, comprising:
displaying a link to a resource with a mobile terminal;
determining a selection of the link by a user;
automatically determining the location of the mobile terminal as a result of the selection of the link;
if the link is selected, automatically employing the location of the mobile terminal to determine content that is related to the linked resource and also related to the location of the mobile terminal; and
enabling the mobile terminal to display the related content.

20. (Canceled)

21. (Previously Presented) The computer-implemented method of Claim 19, wherein automatically determining the location of the mobile terminal comprises automatically determining the location of the mobile terminal if the link is selected.

22. (Previously Presented) The computer-implemented method of Claim 19, wherein automatically employing the location includes:

communicating the location of the mobile terminal to an application server; and
searching a database in the application server for reseller information that is associated with the linked resource and the location of the mobile terminal, wherein the reseller information is the related content.

23. (Previously Presented) The computer-implemented method of Claim 19, wherein automatically determining the location includes:

determining a network address of the mobile terminal; and

mapping the network address to a mobile identifier integrated services digital network number; and

determining the location of the mobile terminal based at least the mobile identifier integrated services digital network number.

24. (Previously Presented) The computer-implemented method of Claim 19, wherein employing the location includes:

determining which of a plurality of resellers in a database is geographically closest to the mobile terminal, and wherein the related content comprises information on a reseller that is closest to the mobile terminal.

25. (Previously Presented) The computer-implemented method of Claim 19, wherein automatically determining the location includes:

communicating radio signals via a base station subsystem;

measuring the radio signals; and

calculating the location of the mobile terminal based at least on the measurements of the radio signals.

26. (Previously Presented) The computer-implemented method of Claim 25, wherein measuring the radio signals includes:

measuring a real time difference between at least two of the radio signals; and

measuring an absolute time difference between at least two of the radio signals.

27. (Previously Presented) The computer-implemented method of Claim 19, wherein automatically determining the location includes:

generating a network assisted positioning request;

communicating radio signals between the mobile terminal and a base station subsystem;

measuring the radio signals generated by the mobile terminal during idle periods;

storing the measurements of the radio signals;

determining an arrival time of a first detectable path; and
determining when the idle periods occur.

28. (Currently Amended) A mobile terminal that is configured for operation in a mobile network, comprising:

a transceiver that [[is]] configured to communicate over a network;
a memory including logical instructions stored therein; and
a processor that is configured to enable actions based on executing the logical instructions,
wherein the actions include:

displaying a link to a resource,
determining a selection of the link by a user;
storing a location of the mobile terminal in the memory, wherein the location of the mobile terminal is determined automatically as a result of the selection of the link, and
~~if the link is selected:~~
communicating the selected link and the location of the mobile terminal to ~~the~~ an application server.

29. (Previously Presented) The mobile terminal of Claim 28, wherein the actions further include:

receiving content related to the linked resource and the location of the mobile terminal from the application server, and
displaying the related content with the mobile server.

30. (Previously Presented) The mobile terminal of Claim 28, wherein the location of the mobile terminal is automatically determined by:

communicating radio signals;
measuring the radio signals;
receiving the measurements of the radio signals; and
storing the measurements.

31. (Previously Presented) The mobile terminal of Claim 30, wherein:
the transceiver is further configured to receive the measurements of the radio signals, and
wherein the actions further include calculating the location of the mobile terminal based on the
measurements.

32. (Previously Presented) The mobile terminal of Claim 30, wherein the actions further
comprise:

measuring the radio signals generated by the mobile terminal during idle periods;
storing the measurements;
determining an arrival time of a first detectable path; and
determining when the idle periods occur.

33. (Currently Amended) The mobile terminal of Claim 30, wherein the actions further
comprise:

receiving interactive betting content that enables a bet to [[be]] made from the mobile
terminal; and

if the bet is made, automatically receiving the link such that the link is related to the
bet.

34. (Currently Amended) An application server for a mobile network, comprising:
a transceiver that is configured to communicate over a network;
a memory that includes a database and logical instructions[[,]] and
a processor that is configured to [[t0]] enable actions based on executing the logical
instructions, wherein the actions include:

providing a link to a resource to a mobile terminal;
receiving an automatically determined location of the mobile terminal as a result of
the selection of the link; if the link is selected,

searching the database to determine content that is related to the link and the automatically determined location[[,]] and
providing the related content to the mobile terminal.

35. (Canceled)

36. (Currently Amended) A system for a mobile network, comprising:
an application server;
a base station subsystem;
a location management unit; and
a mobile terminal that is configured to perform actions, wherein the actions include:

displaying a link to a resource,
determining a selection of the link by a user,

storing a location of the mobile terminal in the memory, wherein the location of the mobile terminal is determined automatically as a result of the selection of the link, and
~~if the link is selected:~~

communicating the selected link and the location of the mobile terminal to the application server.

37. (Previously Presented) The system of Claim 36, wherein
the application server has a database;
the application server is configured to perform actions, wherein the actions include:

searching the database for reseller information that is matched to the location of the mobile terminal and the selected advertisement image, and

providing the reseller information to the mobile terminal if the match is found; and
wherein the mobile terminal is further configured for displaying the reseller information if a match is found.

38. (Previously Presented) The system of Claim 36, wherein the location management unit is integrated with one of the base station subsystem and the mobile terminal.

39. (Previously Presented) The system of Claim 36, wherein the base station subsystem and the mobile terminal are connected via a GSM network, and wherein the location management unit is configured to communicate with the GSM network via a GSM air interface.

40. (Previously Presented) The system of Claim 36, wherein the base station subsystem is configured to perform actions, wherein the actions include:

communicating radio signals, and

receiving measurements of the radio signals; and wherein

the location management unit is configured to perform actions, wherein the actions include:

measuring the radio signals to provide the measurements of the radio signals, and

sending the measurements to the base station subsystem.

41. (Currently Amended) An apparatus for a mobile network, comprising:

means for providing a link to a resource to a mobile terminal;

means for determining a selection of the link by a user;

means for automatically determining the location of the mobile terminal as a result of the selection of the link;

means for, if the link is selected, automatically employing the location of the mobile terminal to determine content that is related to the linked resource and also related the location of the mobile terminal; and

means for providing the related content to the mobile terminal.

42. (New) A computer-implemented method for a mobile network, comprising:

receiving a video signal at an application server;

examining the video signal by the application server to find a predefined video image;

embedding a link to a resource within the video signal, the link being associated with the predefined video image;

sending the video signal to a mobile terminal;

displaying the video signal at the mobile terminal so that the link is displayed in proximity to the predefined video image;

selecting the link by a user;

automatically determining the location of the mobile terminal as a result of selecting the link;

automatically employing the location of the mobile terminal to determine content that is related to the linked resource and also related to the location of the mobile terminal; and

enabling the mobile terminal to display the related content.

43. (New) An application server for a mobile network, comprising:

a transceiver that is configured to communicate over a network, and to receive and transmit a video signal;

a memory that includes a database and logical instructions; and

a processor that is configured to enable actions based on executing the logical instructions, wherein the actions include:

examining the video signal to find a predefined video image;

embedding a link to a resource within the video signal, the link being associated with the predefined video image;

enabling transmission and display of the video signal at a mobile terminal such that the link is displayed in proximity to the predefined video image;

receiving an automatically determined location of the mobile terminal as a result of the selection of the link;

searching the database to determine content that is related to the link and the automatically determined location; and

providing the related content to the mobile terminal.

44. (New) A mobile terminal that is configured for operation in a mobile network, comprising:

a transceiver that is configured to communicate over a network and to receive a video signal over the network, wherein the video signal includes a link to a resource, the link being associated with a predefined video image;

a memory including logical instructions stored therein; and

a processor that is configured to enable actions based on executing the logical instructions, wherein the actions include:

displaying the video signal such that the link is displayed in proximity to the predefined video image;

determining a selection of the link by a user;

storing a location of the mobile terminal in the memory, wherein the location of the mobile terminal is determined automatically as a result of the selection of the link; and

communicating the selected link and the location of the mobile terminal to the application server.